



Case Study: Gauging Customer Reactions for a Contract Manufacturer

Client

Fill/finish sterile IV drug contract manufacturing organization

Project Objectives

To identify opportunities to improve service to pharmaceutical companies and assess customer reaction to new products and services under consideration

Methodology

MedSpan recommended a mix of internet surveys and one-on-one phone interviews based on a proprietary modification of the SERVQUAL framework to gather data.

Results/Recommendations

- Segmented the pharmaceutical industry based upon the types and frequency of services required and preferences among various aspects of customer service to refine client's marketing plans
- Demonstrated that improved customer service offers significant and sustainable competitive advantage, even in a "seller's market" where pharmaceutical company demand exceeds available contract manufacturing capacity
- Enhanced future business competitiveness by setting priorities for potential new product and service concepts
- Set priorities among various approaches to improving customer service and developed market segment-specific recommendations